

**PATENT**

**MS158283.02/MSFTP293USA**

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted *via* the USPTO EFS Filing System; **Mail Stop AF**; Commissioner for Patents; P.O. Box 1450; Alexandria, VA 22313-1450.

Date: June 20, 2008

/Stacey Bussey/  
Stacey Bussey

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): Eric J. Horvitz, et al.

Examiner: Cheung, Victor

Serial No: 10/686,198

Art Unit: 3714

Filing Date: October 15, 2003

Title: METHODS AND APPARATUS FOR PREDICTING AND SELECTIVELY  
COLLECTING PREFERENCES BASED ON PERSONALITY DIAGNOSIS

**Mail Stop AF**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, Virginia 22313-1450**

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**REPLY TO FINAL OFFICE ACTION DATED APRIL 21, 2008**

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Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the following comments and amendments.